



CITY COUNCIL AGENDA REPORT

MEETING DATE: AUGUST 16, 2005

ITEM NUMBER:

SUBJECT: GENERAL PLAN SCREENING REQUEST FOR THE FOLLOWING PROPERTIES:
(1) GPS-05-02 HARBOR CENTER (2300 HARBOR BLVD./380 W. WILSON)
(2) GPS-05-03 THE LAKES PAVILIONS RETAIL CENTER (580 ANTON BLVD.)
(3) GPS-05-04 JABSCO INDUSTRIES SITE (1485 DALE WAY/2925 COLLEGE AVE.)
(4) GPS-05-05 SEGERSTROM TOWN CENTER (3400, 3410, AND 320 BRISTOL ST.)

DATE: AUGUST 1, 2005

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: CLAIRE L. FLYNN, AICP, SENIOR PLANNER

**FOR FURTHER INFORMATION CONTACT: CLAIRE L. FLYNN, AICP, SENIOR PLANNER
(714) 754-5278**

RECOMMENDATION

Accept proposed General Plan amendment screening requests for processing.

BACKGROUND

General Plan Screening Criteria

City Council Policy 500-2 establishes a procedure for processing privately initiated General Plan amendments. This procedure involves a City Council screening of these requests prior to their acceptance for formal processing. The policy includes three criteria for accepting requests and two criteria for rejecting requests. The acceptance criteria are as follows:

1. A General Plan amendment is necessary to resolve inconsistency between the General Plan designation and zoning of a parcel.
2. A General Plan amendment is necessary to provide a uniform land use designation on a single parcel.
3. A General Plan amendment would result in decreased traffic impacts from the property.

The criteria for rejecting an application are as follows:

1. The request applies to a single small lot or a small area, especially if the change would make the property inconsistent with surrounding properties.
2. The property is located in the Redevelopment Area and requires action by the Redevelopment Agency to amend the Redevelopment Plan.

In addition to the above criteria, the policy also states that no request shall be accepted that would increase the overall, citywide development cap. It does, however, allow amendments that would result in development exchanges or transfers to be considered. The policy also acknowledges that these criteria are only guidelines and City Council may accept an application which does not meet the criteria if it finds there are overriding reasons to do so.

ANALYSIS

Project Summary Description

A one-page, project summary sheet is attached for each screening request. This summary sheet provides the following information:

- Project Description
- Vicinity Map
- Justification for approval based on a preliminary traffic and land use analysis

The applicant's letter of justification is also attached following each summary sheet.

Traffic Analysis Required

While a preliminary traffic evaluation was completed for each screening request, a detailed traffic analysis with the project-specific environmental review is required at the time of project submittal.

In consultation with the Transportation Services Manager, the traffic analysis for each development project would generally include, where applicable, the following information:

- Pedestrian and vehicle circulation plan.
- Analysis of any increased traffic in relation to existing and projected traffic levels.
- Comparison of directional trip characteristics for residential versus commercial or industrial uses.
- Trip generation characteristics of residential condominiums in mixed-use zones.

Concurrent Processing of North Costa Mesa High-Rise Residential Amendments

GPS-05-03 (The Lakes Pavilions Retail Center) and GPS-05-05 (Segerstrom Town Center) involve a request for high-rise residential projects in North Costa Mesa. City Council has approved similar requests for the Pacific Arts Plaza (December, 2004), and

South Coast Metro Center (April, 2005). If these current screening requests are also accepted for processing, all four applications for high-rise residential condominium development will be processed concurrently. In addition, the project-specific and cumulative environmental impacts will be analyzed in a single, comprehensive environmental impact report. This approach was successfully used in Years 2000-2001 for projects in the South Coast Plaza Town Center, submitted by Commonwealth Partners, South Coast Plaza, and the Orange County Performing Arts Center.

ALTERNATIVES CONSIDERED

City Council has the following alternatives available for consideration for each screening request:

1. Accept the screening request for each specific project by separate motions. Pursuant to Council Policy 500-2, Council may acknowledge that the General Plan screening criteria are only guidelines and that City Council may accept an application that does not meet the criteria based on other considerations. The justification for approving the screening request is provided on the summary sheet.
2. Deny a specific screening request. Denial of a specific request would maintain the existing land use designations, corresponding land use regulations, and entitlements of the subject property.

FISCAL REVIEW

Fiscal review is not required for this item.

LEGAL REVIEW

Legal review is not required for this item.

CONCLUSION

Staff recommends acceptance of the proposed General Plan amendment for processing and additional analysis.

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- (3) GPS-05-04 JABSCO INDUSTRIES SITE (1485 DALE WAY/2925 COLLEGE AVE.)
- (4) GPS-05-05 SEGERSTROM TOWN CENTER (3400, 3410, AND 320 BRISTOL ST.)

If the screening request is approved, project specific environmental analysis will be completed for each development proposal. Based on a preliminary traffic and land use analysis, staff believes that each screening request merits further consideration through the General Plan amendment process. With the exception of the Jabsco Industries sites, a preliminary traffic study indicates that the proposed General Plan screening requests would not result in adverse traffic impacts to the City's circulation system.

It is important to note that the development proposals for each screening request will be subject to environmental analysis in the form of a mitigated negative declaration or environmental impact report. Furthermore, acceptance of the screening request does not set precedent for approval nor constitute the approval of a development project. The approval of a screening request strictly allows the applicant to further research/develop the proposal and provide City Council with an opportunity to review the relative merits of the project in greater detail prior to final action.



CLAIRE L. FLYNN, AICP
Senior Planner



R. MICHAEL ROBINSON, AICP
Asst. Development Services Director

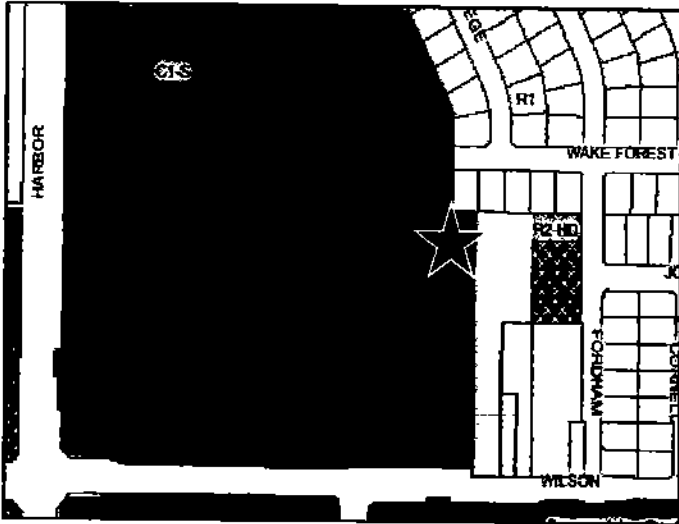


DONALD D. LAMM, AICP
Deputy City Mgr. – Dev. Svs. Director

- Attachments:
1. Segerstrom Town Center (Summary Sheet, Site Photos, Applicant Letter)
 2. Lakes Retail Center (Summary Sheet, Site Photos, Applicant Letter)
 3. Jabsco Industries Site (Summary Sheet, Site Photos, Applicant Letter)
 4. Harbor Center (Summary Sheet, Site Photos, Applicant Letter)

cc: City Manager
Assistant City Manager
City Attorney
Public Services Director
Peter Naghavi, Transportation Svs. Mgr.
Kimberly Brandt, Principal Planner
City Clerk
Staff (4)
File (2)

File: 08165GPSReq	Date: 080105	Time: 4:15 p.m.
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GENERAL PLAN SCREENING REQUEST

The General Plan screening request is to change the land use designation of the 0.36 acre parcel at 380 W. Wilson from High Density Residential to General Commercial. This would allow this parcel to be combined with the larger, 1.12 acre undeveloped parcel behind Home Depot. If the General Plan amendment is approved, the applicant proposes to submit a Master Plan application for a mini-storage facility with access from Harbor Center and/or Wilson Street.

LAND USE ANALYSIS

Undeveloped property located at 2300 Harbor Boulevard (1.12 acre) and 380 W. Wilson (0.36 acre) is approximately 1.49 acres (combined) in size with irregular dimensions. The 0.36-acre parcel is located adjacent to Wilson Park, designated High Density Residential, and zoned R3, Multiple-Family Residential. The change to a General Commercial land use designation is considered compatible to the existing residential and commercial land uses. The new designation would allow the property to be combined with the larger commercial parcel. Furthermore, the applicant proposes a mini-storage use which would not involve opening Wake Forest Road or exposure of future residential development to noise disturbances from Home Depot.

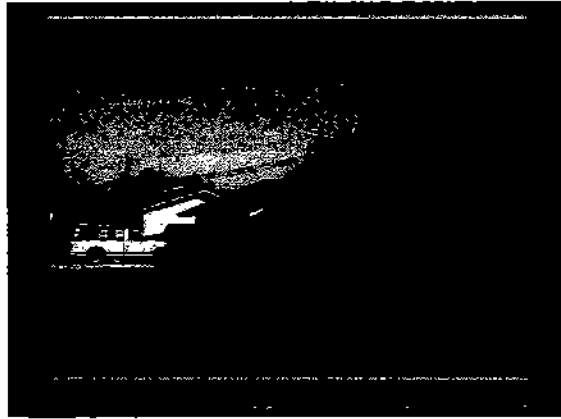
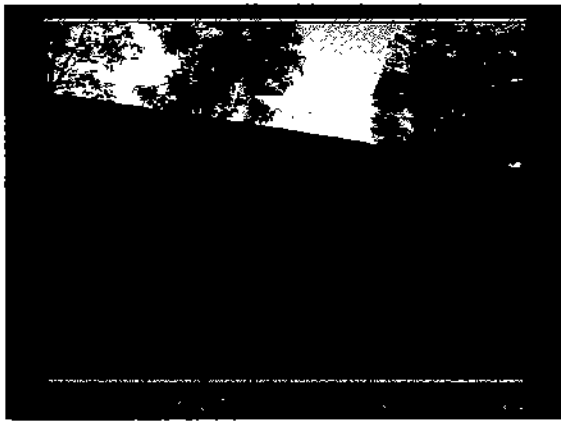
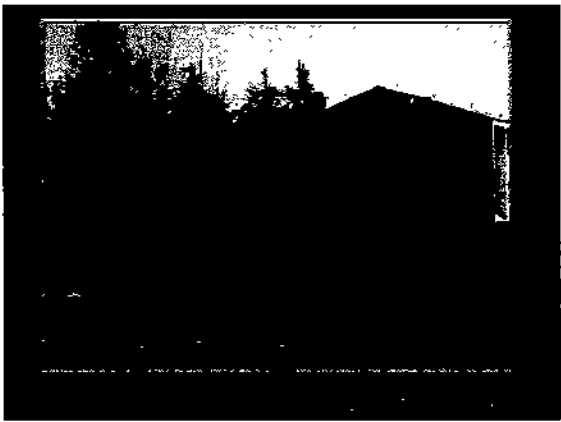
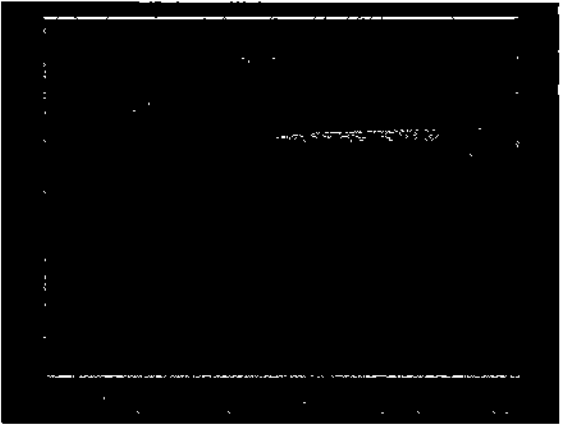
TRAFFIC ANALYSIS

A preliminary traffic analysis indicates that there will be an insignificant increase to the site's average daily trip generation, and this would not adversely impact the circulation system. The existing land use designation (70 ADT for seven residential units) and the proposed General Commercial designation (approx. 164 ADT for commercial building) will result in a minor, incremental increase in vehicle trips. Detailed traffic analysis will be completed at the time of project submittal, and the findings be verified/evaluated in the appropriate CEQA document.

JUSTIFICATION FOR ACCEPTANCE OF SCREENING REQUEST

Staff recommends acceptance of the General Plan screening request for the following reasons:

1. Commercial designation is consistent with the historic commercial use of the adjacent site. The proposed General Plan amendment would allow the residual 0.37-acre parcel at 380 Wilson to be combined with the 1.12 acre parcel and developed as a commercial site. The Harbor Center site has been zoned as C1-S since 1958. Previous zoning classifications in the early 1940s-1950s included Local Business District and Agricultural District. Even prior to the redevelopment of the center, Harbor Center has historically been a major commercial destination and currently provides approximately 315,000 sq.ft. of commercial uses including four major tenants (e.g. Home Depot and secondary support retail and restaurant uses.)
2. Low-intensity commercial development will maintain "noise buffer" for College Park neighborhood. If developed with a low-intensity commercial use (e.g. mini-storage facility), this area will continue to serve as a buffer between the shopping center and neighboring College Park residential community. In addition, redesignation of the High Density Residential parcel to General Commercial would prohibit residential development on a site documented with noise disturbances from Home Depot.
3. Proposal satisfies General Plan Screening Criteria #2. This criteria suggests that a General Plan amendment is necessary to provide a uniform land use designation on a single parcel. Since the applicant's intent is to combine the residual 0.37-acre parcel with the larger 1.12-acre commercial parcel, this request would satisfy criteria #2 by creating a General Commercial land use designation for the entire, undeveloped parcel.
4. Project complies with General Plan Objective HOU-3.6. This objective requires consideration of potential impacts on housing when reviewing rezone petitions affecting residential properties. The existing R3 zoning for this parcel allows the construction of 7 units. Since the adoption of the City's General Plan, several commercial properties have been rezoned to medium-density residential (e.g. Daily Pilot site, 2436 Newport Boulevard), and these proposed units would result in a net increase of over 30 single-family homes in the City. Thus, given other development activity/rezone applications in the city, the project will not result in a loss of dwelling units in the City's housing stock.



CITY OF COSTA MESA PLANNING APPLICATION
PROJECT DESCRIPTION AND JUSTIFICATION

1. **Project Address:** 380 Wilson

2. **Fully describe your request:** We wish to amend the General Plan to allow for 380 Wilson to be rezoned from R-3 to C1-S zoning.

3. **Justification:**
 - A. **For a Conditional Use Permit or Minor Conditional Use Permit:** On a separate sheet, describe how the proposed use is substantially compatible with uses permitted in the same general area and how the proposed use would not be materially detrimental to other properties in the same area.

 - B. **For a variance or Administrative Adjustment:** On a separate sheet, describe the property's special circumstances, including size, shape, topography, location or surroundings that deprive the property of privileges enjoyed by other properties in the vicinity under the identical zoning classification due to strict application of the Zoning Code.

4. **This project is: (check where appropriate)**

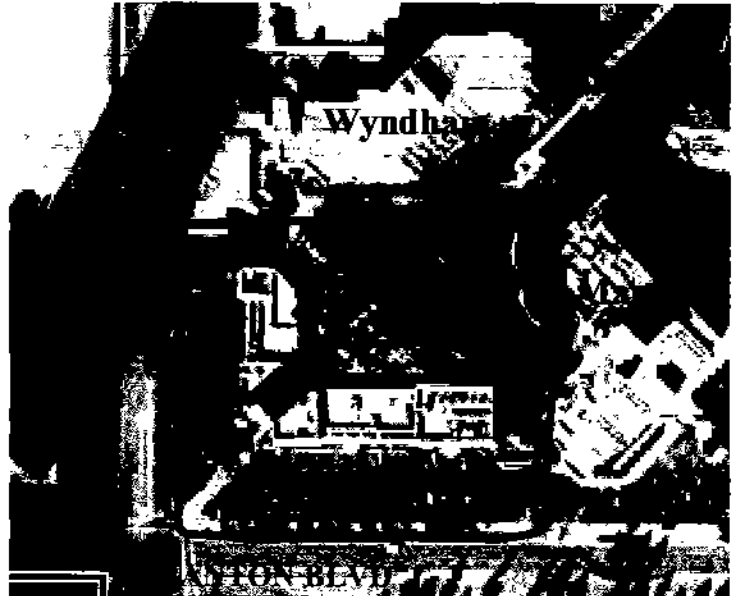
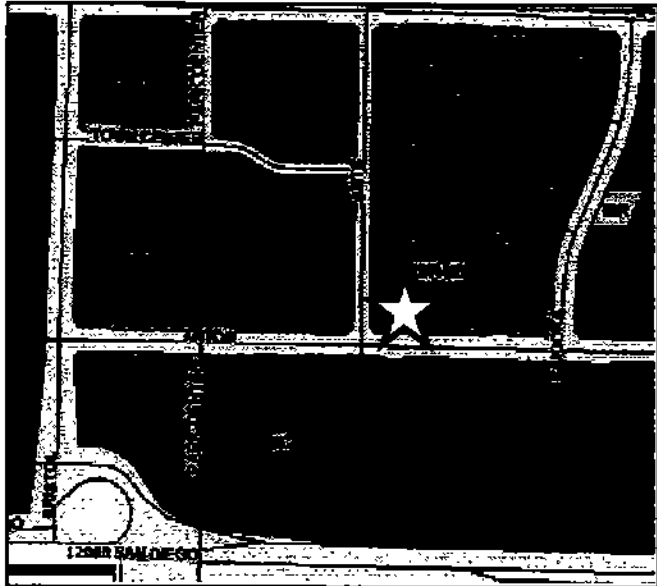
<input type="checkbox"/> In a flood zone.	<input type="checkbox"/> In the Redevelopment Area.
<input type="checkbox"/> Subject to future street widening.	<input type="checkbox"/> In a Specific Plan Area.
<input type="checkbox"/> Includes a drive-through facility. (Special notice requirements, pursuant to GC Section 65091 (d))	

5. **I have reviewed the HAZARDOUS WASTE AND SUBSTANCES SITES LIST reproduced on the rear of this page and have determined the project:**

<input checked="" type="checkbox"/> Is not included in the publication indicated above.
<input type="checkbox"/> Is included in the publication indicated above.

Signature

Date



GENERAL PLAN SCREENING REQUEST

The General Plan screening request is for a text amendment to the High Density Residential land use designation to reflect a site-specific FAR, site-specific building height, and site-specific density of 125 units per acre. The purpose of the General Plan amendment is to accommodate two proposed high rise condominium towers at The Lakes Pavilions (northeast corner of Anton Boulevard and Avenue of the Arts). The applicant plans to demolish the existing retail/restaurant uses and replace The Lakes Pavilions with two high-rise condominium towers. The existing General Plan land use designation and zoning (e.g. High Density Residential/Planned Development Residential - High Density) will not be changed to another classification.

The proposed development project will involve the following:

- Demolition of 20,400 sq.ft. of legal, nonconforming commercial uses (e.g. retail and restaurant uses);
- Construction of two high-rise residential condominium towers about 252 feet tall, 250 units total;
- Projected demand not to exceed infrastructure capacity;
- General Plan amendment for a site-specific FAR, site-specific building height, and/or site-specific density;
- North Costa Mesa Specific Plan amendment, Preliminary Master Plan, CEQA Documentation

LAND USE ANALYSIS

The Lakes Pavilions is considered a complementary commercial use in a planned-development residential zone. The applicant's intent is to demolish the commercial buildings and establish residential uses as primary uses in conformance with the existing High Density Residential designation and Planned Development Residential zoning.

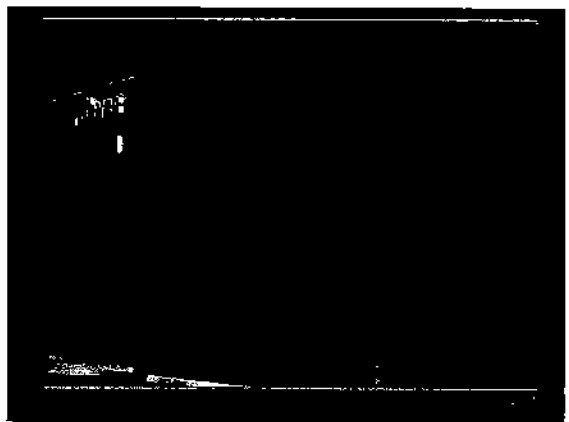
TRAFFIC ANALYSIS

A preliminary traffic evaluation was completed by Austin-Foust Associates, Inc.. The study concluded that the demolition of The Lakes Pavilions and construction of the proposed 250-unit high-rise development would have minimal effect on the long-range intersection performance in the area. In addition, the study indicated that, where there are comparatively higher trip generation and directionality changes associated with residential land uses versus commercial land uses, the proposed project would not adversely affect levels of service at major intersections (i.e. Bristol/Sunflower, Avenue of the Arts/Anton, Sakioka/Anton, Bristol/405 Freeway). Further traffic analysis will be completed at the time of project submittal, and the findings be verified/evaluated in the appropriate CEQA document.

JUSTIFICATION FOR ACCEPTANCE OF SCREENING REQUEST

While the proposal does not satisfy specified screening criteria, staff recommends acceptance of the General Plan screening request for the following reasons:

1. Proposes to be within the circulation system and infrastructure capacity. A preliminary traffic study indicated that the demolition of the existing, nonconforming commercial uses and proposed construction of the 250-unit towers will be within the development capacity of the roadway network.
2. Redevelops an existing commercial site with unique housing type to Costa Mesa. The proposed project will be the among the first of this kind of housing type in Costa Mesa. The new high rise towers will complement the cultural and entertainment arts center uses at South Coast Plaza Town Center.
3. Achieves General Plan Housing Element Goal HOU-3. The purpose of the three General Plan acceptance criteria is to provide guidelines to screen General Plan amendment requests. While the proposed project does not strictly satisfy these specified criteria, it would achieve an important Housing Element goal by supplementing a diverse housing supply. It would meet the housing needs of the high-income segments of the community at a level no greater than which can be supported by planned infrastructure improvements.





June 29, 2005

Ms. Kimberly Brandt, AICP
Principal Planner, City of Costa Mesa
77 Fair Drive
Costa Mesa, CA 92628

**Re: General Plan Amendment Screening Request – Site Specific Density Increase
580 Anton Boulevard (Northeast Corner of Anton and Avenue of the Arts)**

Dear Ms. Brandt:

We are pleased to submit to you this request to be included in the upcoming area-wide General Plan Amendment in North Costa Mesa for an existing two acre parcel of land at the northeast corner of Anton Boulevard and the Avenue of the Arts. The site is already zoned Planned Development – Residential High Density and the General Plan already designates the site as High Density Residential. Consequently, we are not requesting any land use map or zoning change away from these existing land use classifications.

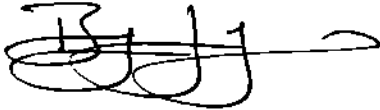
The purpose of this screening application is to request a site specific density increase from 20 units per acre to 125 units per acre only. Again, both the existing General Plan Land Use designation of High Density Residential and the zoning classification of Planned Development – Residential High Density would remain in place.

The site is currently developed with non-conforming commercial uses, comprised of 6,760 square feet of retail and 13,640 square feet of quality sit down restaurants, for a total of 20,400 commercial square footage. These existing non-conforming land uses would be ultimately replaced with two residential condominium towers. The new towers would be approximately 252 feet tall, of which one tower will house 144 residential units along Anton Boulevard and a second tower with 106 residential units along Avenue of the Arts. Since no zoning or general plan land use modifications are necessary, we intend to file a Tentative Tract Map application and a Planned Development Permit following the City Council's consent to proceed with this General Plan Amendment request.

To supplement this screening request, we have also included a brief Traffic Study, prepared by Austin-Foust, dated June 20, 2005 (copy attached hereto). The conclusions of this traffic analysis found there would be no significant impacts on area intersections. Consequently there will be no change or degradation in existing levels of service at any of the 15 studied area intersections with the change from non-conforming commercial uses to high-density residential development.

We appreciate the opportunity to be part of this area-wide General Plan Amendment. We look forward to providing you with further information should you need it at this time or in the near future to assist the City Council in reaching the conclusion that residential condominium towers at 125 units per acre at this location is in fact an appropriate density range for this already designated High Density Residential area of the City known as "Town Center".

Please feel free to contact me with any questions.

A handwritten signature in black ink, appearing to read 'BJO', with a long horizontal line extending to the right.

Benjamin L. Ortega
Vice-President of Development / Principal

cc. Roger and Barbara Allensworth
Tim O'Brien, Fifield Company
Terry Austin, Austin-Foust

COSTA MESA TOWN CENTER CONDOMINIUMS
Traffic Study

Prepared by:

Austin-Foust Associates, Inc.
2020 North Tustin Avenue
Santa Ana, California 92705-7827
(714) 667-0496

June 20, 2005

COSTA MESA TOWN CENTER CONDOMINIUMS

Traffic Study

This report provides a preliminary traffic evaluation of a proposed 250-unit high-rise condominium project in the Town Center area of Costa Mesa. The purpose is to examine how the proposed project would affect the surrounding circulation system.

LAND USE AND TRIP GENERATION

The proposed project will replace 20,400 square feet of existing commercial uses on the northeast corner of Anton Street and Avenue of the Arts with a 250-unit high-rise condominium. A comparative land use and trip generation summary for the Costa Mesa Traffic Model (CMTM) zone in which the project is located can be found in Table 1. As can be seen here, the land use substitution results in slightly higher overall trip generation together with some changes in peak hour directionality.

ANALYSIS

The long-range version of the Costa Mesa Traffic Model (CMTM) was used to provide a comparative analysis for the proposed project. The land use changes described above were entered into the traffic model, and traffic forecasts prepared accordingly. Intersection capacity utilization (ICU) values were then extracted for the intersections in the vicinity of the project.

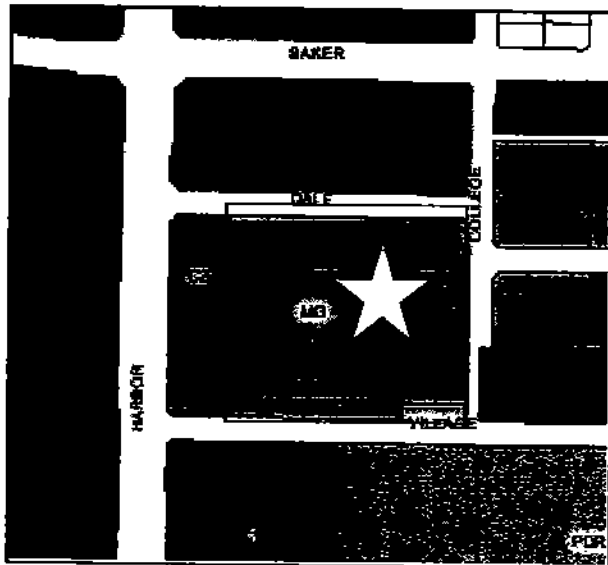
A comparative ICU listing for the base case and the proposed project is given in Table 1 (actual ICU calculations can be found in Appendix A). As can be seen here, some ICU differences occur due to the higher trip generation and the directionality changes associated with residential land uses versus commercial land uses. An increase of .02 occurs at three locations in the AM, and all other differences are .01 or less, some locations showing a reduction in ICU.

CONCLUSIONS

The conclusion from this long-range analysis is that the substitution of 250 residential units for existing commercial uses will have minimal effect on the long-range intersection performance in the immediate area.

Table 1								
2025 LAND USE AND TRIP GENERATION SUMMARY – ZONE 27								
Land Use	Amount	AM Peak Hour			PM Peak Hour			ADT
		In	Out	Total	In	Out	Total	
BASE CASE								
3. High Density Residential	770.00 DU	69	339	408	331	169	500	5275
5. General Commercial	468.79 TSF	520	295	815	867	994	1861	19033
SUB-TOTAL		589	634	1223	1198	1163	2361	24308
PROPOSED PROJECT								
3. High Density Residential	1020.00 DU	92	449	541	439	224	663	6987
5. General Commercial	448.39 TSF	498	282	780	830	951	1781	18204
SUB-TOTAL		590	731	1321	1269	1175	2444	25191
DIFFERENCE		1	97	98	71	12	83	883

Table 2						
2025 PEAK HOUR ICU SUMMARY						
Intersection	Base Case		With Project		Difference	
	AM	PM	AM	PM	AM	PM
9. Bristol & Sunflower	.73	.72	.73	.71	--	-.01
10. Park Center & Sunflower	.37	.52	.37	.52	--	--
11. Ave of the Arts & Sunflower	.44	.41	.44	.41	--	--
12. Sakioka/Flower & Sunflower	.66	.66	.68	.67	.02	.01
13. Anton & Sunflower	.53	.42	.53	.42	--	--
16. Bristol & Town Center	.49	.78	.49	.77	--	-.01
25. Bristol & Anton	.46	.73	.45	.72	-.01	-.01
26. Park Center & Anton	.41	.58	.41	.59	--	.01
27. Ave of the Arts & Anton	.46	.55	.47	.56	.01	.01
28. Sakioka & Anton	.47	.50	.48	.51	.01	.01
29. Experian Entrance & Anton	.35	.44	.37	.44	.02	--
30. I-405 SB On & Anton	.24	.34	.25	.34	.01	--
37. I-405 NB/Ave Arts & Experian	.32	.38	.34	.37	.02	-.01
42. Bristol & I-405 NB Off-Ramp	.46	.74	.45	.75	-.01	.01
43. Bristol & I-405 SB Ramps	.47	.62	.48	.61	.01	-.01
Level of service ranges: .00 - .60 A .61 - .70 B .71 - .80 C .81 - .90 D .91 - 1.00 E Above 1.00 F						



GENERAL PLAN SCREENING REQUEST

The General Plan screening request is for change in the General Plan land use designation from Light Industry to High Density Residential. The applicant is interested in building single-family detached homes or for-sale townhomes. The proposed development project will involve the following:

- Change General Plan Land Use Designation from Light Industry to High Density Residential
- Rezone from General Industrial (MG) to Planned Development Residential-High Density (PDR-HD)
- Projected demand not to exceed infrastructure capacity;
- CEQA Documentation/Soil remediation, as applicable.

LAND USE ANALYSIS

A proposed high-density residential development at the former Jabsco site and multi-tenant industrial building would be compatible with surrounding land uses. Other high density residential developments include Camden Martinique (south/southwest) and SeaPointe Apartments (east). While the site is located adjacent to retail uses, College Avenue separates the project site from industrial uses to the east. If the site is appropriately classified for residential development, the Master Plan process would ensure that new residences are adequately sited as to minimize any impacts from the neighboring commercial uses on Harbor Boulevard.

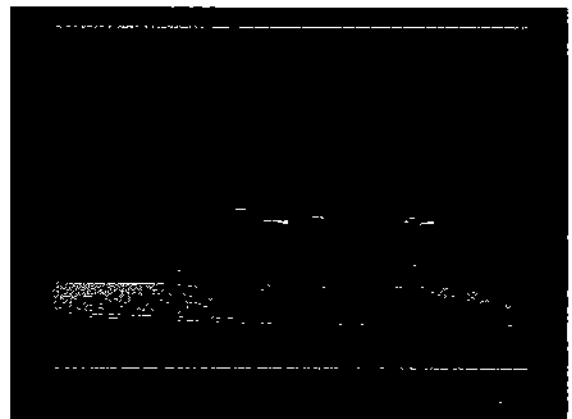
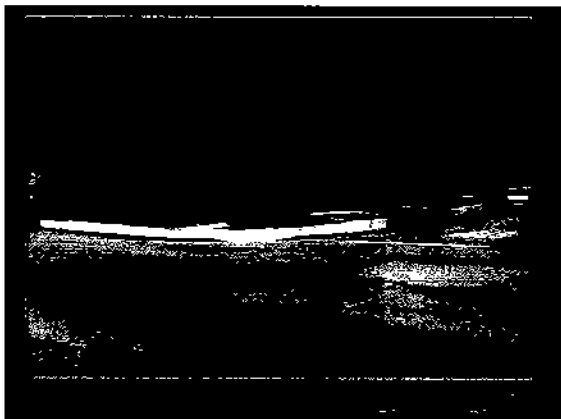
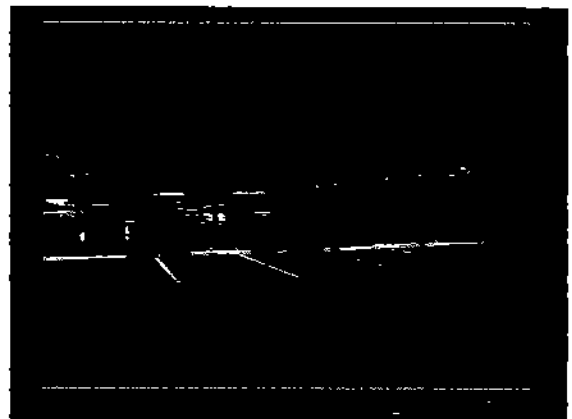
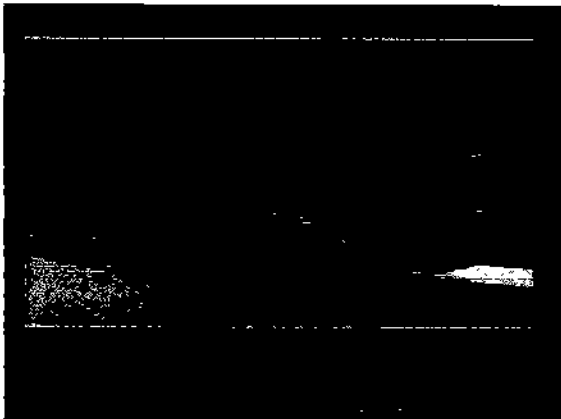
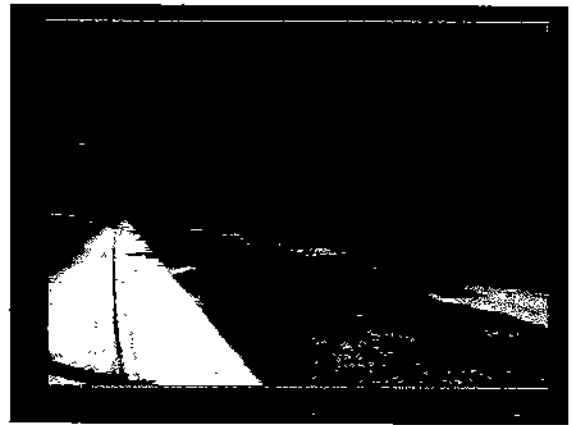
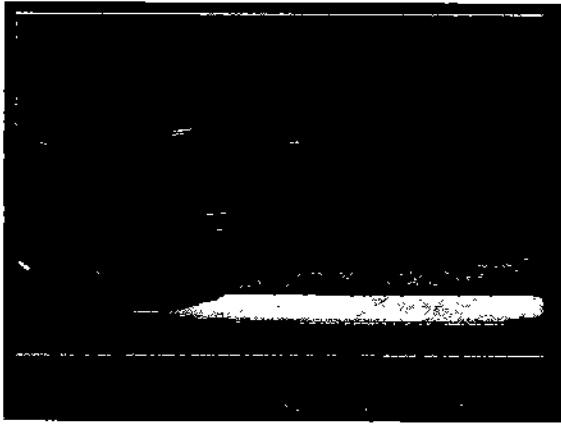
TRAFFIC ANALYSIS

The change from a Light Industrial to High Density Residential designation results in a projected increase from 739 trips (industrial site) to potentially 1,348 trips (maximum 138 dwelling units). This increase in average daily trips may create significant impacts at several intersections that are in the vicinity, such as Harbor/Adams, Harbor/Baker, Fairview/Baker and Harbor/Gisler. A detailed traffic report and appropriate mitigation will be included in the initial study/mitigated negative declaration for the development project. While the maximum density allowed under the High Density Residential land use is 20 dwelling units/acre, the density of a proposed residential development may need to be lowered and/or appropriate mitigation imposed to minimize any adverse traffic impacts.

JUSTIFICATION FOR ACCEPTANCE OF SCREENING REQUEST

While the proposal does not satisfy the General Plan screening criteria, staff recommends acceptance of the General Plan screening request for the following reasons:

1. Contributes to City's owner-occupied housing stock. Under the High Density Residential designation, the maximum allowable density is 20 dwelling units/acre or 34 dwelling units, in this case. New owner-occupied housing would improve the balance between rental and ownership housing opportunities in Costa Mesa.
2. Conforms to General Plan Housing Element Policy HOU-3.1. This policy encourages the conversion of existing marginal industrial properties to residential, where feasible and consistent with environmental conditions that are suitable for residential development. The redevelopment of the Jabsco industrial site and completion of any necessary soil remediation to accommodate future residential development would be consistent with this policy.
3. Determined to be compatible with surrounding commercial land uses. The surrounding area is characterized by commercial and high density residential uses. Proposed residential structures would be required to be adequately setback from the abutting commercial area to the west (i.e. Car Wash and fast food restaurants). A well-designed planned community would be compatible existing uses in this area.



General Plan Amendment Screening and Rezone Request

Submitted by:

McCray Properties, LLC

John McCray

(714) 540-4058; Fax (714) 540-2235

Justification

1485 Dale Way, Costa Mesa, CA 92626 (APN 418-102-10 & APN 418-102-11)

2925 College Avenue, Costa Mesa, CA 92626 (APN 418-102-08 & APN 418-102-09)

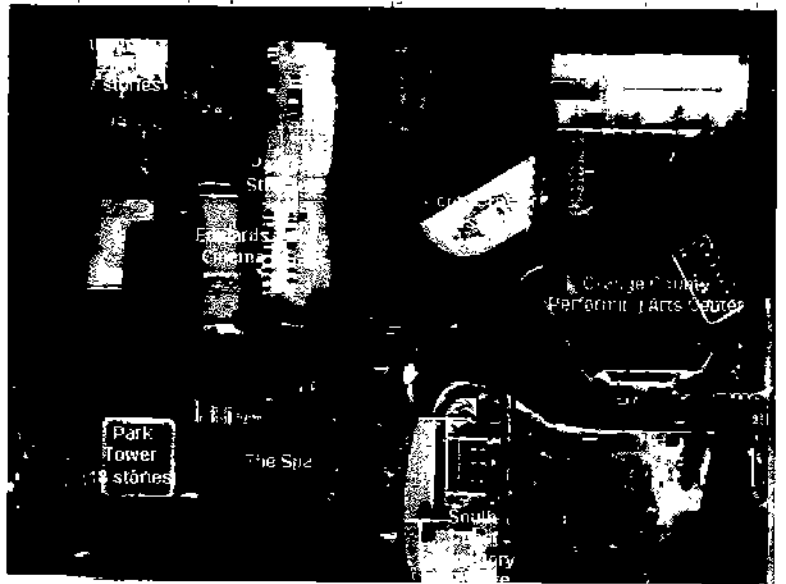
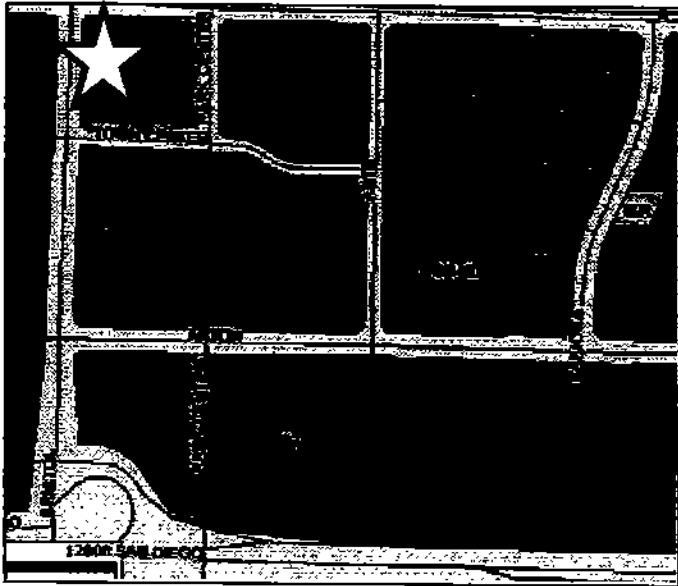
The properties at 1485 Dale Way (APN 418-102-10 & APN-102-11) and 2925 College Avenue (APN 418-102-08 & APN 418-102-09) in Costa Mesa have remained zoned for industrial use due to a long-term lease with an existing tenant. The tenant has relocated and we are requesting a General Plan Amendment changing the Land Use Designation from Light Industry to High Density Residential. We are also requesting a Rezone of the properties from General Industrial (MG) to Multiple Family Residential (R-3) or Planned Development Residential - High Density (PDR-HD).

We believe the properties would better serve the City of Costa Mesa as residential use and propose to build single-family dwellings or for-sale town homes on the properties. Residential zoning already applies to many of the surrounding in-fill properties, including but not limited to Martinique apartments on Village Way (PDR-HD), other condominiums on Pine creek Drive (PDR-HD), and several residential neighborhoods East of College Avenue adjacent to Baker Street (Single Family Residential (R-1).

Our request is compatible to the area as a whole, and at present, there is little or no detriment to other properties in the same area. The properties have four (4) main sources of access to major roadways including Dale Way and Village Way to Harbor Blvd., College Avenue to Baker Street, and Village Way via Pine Creek Drive to Adams Avenue.

By rezoning the properties and building single-family dwellings, the City of Costa Mesa could address the housing shortage and work toward its goal of increasing the number of homes available to potential long-term residents. Our family has owned the property since 1958 and brought industry to Costa Mesa. We would like to continue our relationship with the City of Costa Mesa in addressing the changing needs of its residents by providing homes that are compatible with the area's existing and future use.

Thank you for your consideration.



GENERAL PLAN SCREENING REQUEST

The General Plan screening request is for a text amendment to the Cultural Arts Center land use designation to reflect a site-specific FAR and site-specific density associated with residential land uses. The General Plan amendment would accommodate the following: (a) residential condominium units on the upper floors of luxury hotel entitlement OR (b) translate (all or part) of Segerstrom office tower entitlement into residential uses. The existing General Plan land use designation and zoning (e.g. Cultural Arts Center/Town Center zone) currently does not include residential land uses. The proposed development project would involve the following:

- *If office uses are translated into residential uses*, construction of a high-rise residential condominium tower within height limit of 21 stories/315 feet.
- *If proposed hotel is modified*, creation of luxury residential condominium units on upper floors of the hotel.
- Projected demand of new development would not to exceed infrastructure or circulation system capacity.
- General Plan amendment to include site-specific FAR and site-specific density for residential land uses.
- North Costa Mesa Specific Plan amendment, Preliminary Master Plan, CEQA Documentation

LAND USE ANALYSIS

According to the Town Center Preliminary Master Plan (PA-03-16), the California Bank & Trust Building (southeast corner of Bristol Street and Sunflower Ave.), both movie theaters, and one-story office building are slated for demolition. A 200-room hotel is proposed at the site of the existing one-story building, and the midrise building is to be replaced by a 336,025 sq.ft office building. Proposed high-density residential land uses targeted to a high-end market of professionals, cultural arts patrons, investors, and musicians would be compatible with the existing commercial and cultural arts uses at Segerstrom Town Center. Residential land uses in the Cultural Arts Center would promote mixed-use development in the North Costa Mesa Specific Plan area.

TRAFFIC ANALYSIS

Proposed residential development would be within the development capacity of the circulation system, given that the two proposed build scenarios involve (a) converting the upper floors of the proposed hotel to a comparable number of residential units with similar traffic generation or (b) converting (all or part) of Segerstrom office tower entitlement into a high-rise residential tower with comparable trip generation. While a precise location, density, and size is yet to be determined, the high-rise building will be developed within the circulation and infrastructure capacity in the area. Further traffic analysis will be completed in the appropriate CEQA document.

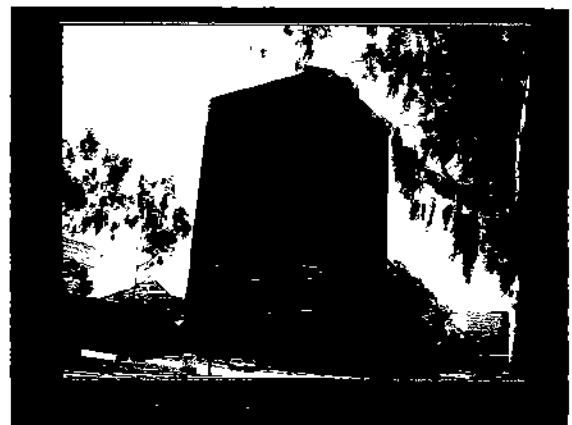
JUSTIFICATION FOR ACCEPTANCE OF SCREENING REQUEST

While the proposal does not satisfy the General Plan screening criteria, staff recommends acceptance of the General Plan screening request for the following reasons:

1. Achieves General Plan Housing Element Goal HOU-3. The purpose of the three General Plan acceptance criteria is to provide guidelines to screen General Plan amendment requests. While the proposed project does not strictly satisfy these specified criteria, it would achieve an important Housing Element goal by supplementing a diverse housing supply. It would meet the housing needs of the high-income segments of the community *at a level no greater than* which can be supported by planned infrastructure improvements.

2. Creates new housing which would help the City's jobs/housing balance. The proposed project will target a population including performing artists, art industry professionals/patrons, and cultural art investors. Furthermore, as with CommonWealth's proposed residential highrise at Pacific Arts Plaza, the proposed project will be the among the first of this kind of housing type in Costa Mesa and is expected to meet the demand from a high-end housing market.

3. Promotes mixed-use development in the City of Costa Mesa. The inclusion of a luxury, residential condominium high-rise at Segerstrom Town Center will transform the site from a premier entertainment venue to a mixed-use development. New residents will enjoy patronage to the cultural arts events but also the proximity to the proposed office towers in Town Center.



C. J. SEGERSTROM & SONS
3315 Fairview Road · Costa Mesa, California 92626
Telephone (714) 546-0110

July 1, 2005

Ms. Kimberly Brandt
Principal Planner
City of Costa Mesa
77 Fair Drive
Costa Mesa, CA 92626

Re: Application for General Plan Amendment Screening

Dear Ms. Brandt,

Please accept this application for screening of a General Plan Amendment that would permit residential development in Costa Mesa Town Center. The owners of property north of Town Center Drive between Park Center Drive and Bristol Street propose to add a residential component to a hotel project currently in the design phase and to establish flexibility of use with regard to the approved office tower in that area.

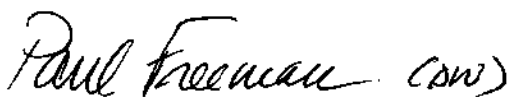
The current General Plan and Zoning Ordinance do not permit residential uses in this area, necessitating amendments if the residential components are to become reality. The City's goals of increasing mixed-use development and fostering owned high-end housing would be well served by condominium units in Town Center.

The applicant envisions the creation of residential condominium units on the upper several floors of the luxury hotel to be constructed east of Bristol Street on Town Center Drive. This hotel, without a condominium component, was the subject of a Preliminary Master Plan Amendment PA-03-16 approved by the City Council in 2003.

The applicant in addition desires to establish the option to substitute high-rise residential use for all or part of the office entitlement that exists adjacent to the hotel site.

Despite the rebalancing of the mix of uses that would follow such a General Plan amendment, development in the area would continue to observe the trip budgets set by planning actions of early 2001. Furthermore, all projects would continue to observe the height limit of 21 stories/315 feet. We will request adjustment to the Floor Area Ratio (FAR) in order to permit development within the limits set by the building height and trip budget constraints.

Yours truly,

A handwritten signature in cursive script that reads "Paul Freeman" followed by the initials "(CW)" in parentheses.

Paul Freeman
Director of Community and Government Relations